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MESSAGE FROM E.J. NEDDER
CHAIRMAN OF THE RSM US LLP BOARD OF DIRECTORS

DEAR CLIENTS, COLLEAGUES AND FRIENDS,

On behalf of the RSM US LLP Board of Directors, I am pleased to present the fiscal 2018 annual report.

The last 12 months have been a transformational time for our firm, our clients and the entire business community. RSM began the year with new national leaders in consulting, audit and industry who quickly integrated with the rest of the leadership team to guide the firm toward a very successful year. We also introduced a strong, integrated strategy to achieve RSM’s Vision 2022. Our partners, principals and all of our professionals have embraced this strategy to be the first-choice advisor to middle market leaders globally and they executed Vision 2022 to provide great experiences for all of our stakeholders and to deliver strong results for our firm.

While many things around us are changing, one thing at RSM remains the same: our dedication to delivering the power of being understood to our clients, colleagues and communities. We believe that by taking the time to truly understand others and their aspirations, we are in a position to be first-choice advisors that help our clients make confident decisions—hence the theme of this year’s report.

I feel very confident in RSM’s future because of our outstanding professionals, great clients and unrivaled service to the middle market. As you read about all we have accomplished in FY 2018 and what we have to look forward to in the years to come, I believe you will be confident in us as well.

Best regards,

E.J. NEDDER, CHAIRMAN OF THE RSM US LLP BOARD OF DIRECTORS

RSM US LLP BOARD OF DIRECTORS

Joe Adams, Matt Bradvica, Sergio de la Fe, Gregg Kiehl, Frank Le Bihan, Christi Mack, Milton Marcotte, E.J. Nedder, Joyce Reto, Rob Stoettner, Stu Taub and Tony Urban
MESSAGE FROM JOE ADAMS
RSM US LLP MANAGING PARTNER AND CEO

DEAR CLIENTS, COLLEAGUES AND FRIENDS,

Disruption—it seems to be the word of the year. From digital transformation to shifting consumer preferences, the workforce of the future to new tax laws, trade treaties to evolving regulations, companies are trying to position themselves to succeed in an ever-changing business landscape.

At RSM, we are excited about these changes—for our clients, our colleagues, our communities and our firm—and we are prepared to meet them with confidence.

Last year, we introduced Vision 2022, which set our strategy for the next five years. While our vision to be the first-choice advisor to middle market leaders remains the same, we are taking exciting new steps to make this vision a reality. On the bedrock of solid programs to enable the RSM Client and Talent Experiences, we have built an exciting new industry strategy that is energizing our people by increasing their value as advisors to our clients. We have further strengthened our ability to serve global clients with the launch of RSM Canada, the expansion of RSM expatriates in key global markets and the enhancement of our leadership role in the RSM global network. We have also continued to invest in innovation to ensure we are at the forefront of new technologies and ideas that can benefit our clients and our firm.

Through our First-Choice Advisor programs, we have bolstered the abilities of all of our professionals to deliver the power of being understood to our clients and to each other. Our middle market thought leadership has helped us carve out a unique market position, educate policymakers and other stakeholders on what matters to middle market leaders and create meaningful dialogue with our clients about critical areas of their businesses. Our enhanced focus on building a talent development culture with increased year-round feedback and other new processes, underpinned by our Owning My Future career management system, has helped us continue to develop and engage top talent. Our Enterprise Leadership Academy was also introduced to ensure a strong pipeline of future leaders.

In short, FY 2018 was a pivotal year for RSM, and we anticipate continued progress as we look to FY 2019. Increasing our focus on innovation, introducing breakthrough programs to support our industry practices, enhancing our middle market insights, engaging our people and building first-choice advisor skills among our professionals will enable us to stand apart as we deliver the best experience for our clients.

I am excited about our future, and I hope you will see in this report how well RSM is positioned to help all of our stakeholders move forward with confidence.

Best regards,

JOE ADAMS, RSM US LLP MANAGING PARTNER AND CEO
ANOTHER STRONG YEAR FOR FINANCIAL PERFORMANCE AND STRATEGIC EXECUTION

In FY 2018, strong financial performance enabled RSM to continue its investments in building our global capabilities, enhancing our industry programs and providing excellent experiences for our clients and our professionals. We continued to be a leading voice in conversations about the opportunities and challenges facing the middle market. Throughout FY 2018, the insights we shared helped to shape policy considerations and guide clients through numerous regulatory changes. Through strategic acquisitions and transactions, RSM expanded to include new markets in Canada and more robust consulting services across the country.

RSM continues to add strategic locations and service offerings for middle market clients.
RSM by the Numbers

- Name: RSM US LLP
- Founded: 1926
- Headquarters: Chicago, Illinois
- Managing Partner and CEO: Joe Adams
- Fiscal Year-end: April 30

Revenue Mix

- 37% Audit
- 36% Tax
- 26% Consulting
- 1% Other

Revenue in FY 2018: $2.14 billion

Partner and Principal FTes in FY 2018: 825

Employee FTes in FY 2018: 8,845

Locations:
- 85 cities in 28 states in United States and one location in Canada

RSM International

- People: More than 43,000
- Countries: More than 120
- Offices: More than 800
- Revenues in calendar 2017: $5.09 billion
GROWTH

NEW LOCATIONS

STRATEGIC ACQUISITIONS AND TRANSACTIONS
RSM continues to grow through strategic acquisitions and transactions with a focus of expanding in both key locations and service areas. We focus on the strategic fit of a location or service to ensure superior alignment and a seamless experience for clients and talent, as well as to ensure both parties realize the value of the transaction.

RSM CANADA
- 300 professionals
- Audit and tax services through RSM Canada LLP, Canadian member of the RSM International network
- Consulting services through RSM Canada Consulting LP, a newly formed partnership
- Office in the heart of Toronto’s financial district and a platform to expand across Canada

SECURE STATE
- 50+ professionals
- Additional security, privacy and risk consulting capabilities
- Added strength in the Cleveland market

ACQUISITION & TRANSACTION ACTIVITY
STRATEGY

SERVING THE MIDDLE MARKET IN A TRANSFORMATIONAL AGE

SECURING OUR ROLE AS FIRST-CHOICE ADVISORS

Throughout FY 2018, we continued to enhance our client service approach through innovation, strategic partnerships, professional development and active involvement in industry associations. Our talent training programs are continually being refined to provide world-class professional development opportunities for our people, as well as to maintain a high-quality service experience for our clients. Testimonials indicate that our specific knowledge of industry trends and culture of service instill clients with the confidence they need in an evolving global business environment.

Our global focus on the power of being understood is taking hold and creating real value.
A CONFIDENT FUTURE FOR OUR FIRM

RSM’s Vision 2022 has created excitement within our firm and in the marketplace. While it stays true to our vision to be the first-choice advisor to middle market leaders globally, it has introduced a broader purpose to deliver our brand to all stakeholder groups, as well as bold new strategies to move us confidently toward our goals.

Everything we do at RSM is guided by our vision and purpose and underpinned by our values. It is from there that we develop our strategy.

During the last year, we have continued to focus on providing exceptional experiences for our clients and talent, building our global capabilities and enhancing our industry program to enable our people to be seen by our clients as their first-choice advisors. We have also greatly increased our focus on innovation, with a firm-wide goal to improve systems, processes and service offerings, and to stay on top of industry innovations to ensure we are positioned to support our clients in today’s evolving business landscape. Finally, in the last 12 months we have maximized many opportunities to help clients through changes such as tax reform, evolving revenue recognition and lease accounting standards, and new process and system implementations, to name a few.

As we look to FY 2019, we are very enthusiastic about RSM’s Vision 2022 and our strategies to bring it to life for the benefit of our clients, colleagues and communities.
FY 2018 marked another strong year for RSM’s middle market thought leadership. We have emerged as a leading voice in conversations about the opportunities and challenges that face this critical market, which comprises 40 percent of gross domestic product and one-third of our nation’s jobs.

The RSM US Middle Market Business Index (MMBI) once again provided critical insights into the state of U.S. companies between $10 million and $1 billion in revenues and the issues that are top of mind for leaders of those businesses. This enabled us to have fact-based discussions not only with our clients, but also with influencers who have the ability to affect policies that can shape the future of the middle market. Our partnership with the U.S. Chamber of Commerce continued to provide a strong platform to share these insights in Washington, DC and we were pleased to see consideration put toward the needs of the middle market in key policies, such as the inclusion of pass-through entities in tax reform and the proposed introduction of a small and medium enterprise clause in NAFTA.

Through our research, RSM also identified five critical issues that are top of mind for middle market business leaders:

1. Labor
2. Regulatory and policy changes
3. Tax reform
4. Consumer preferences
5. Technology and data
Throughout FY 2018, RSM produced thought leadership and related target marketing campaigns on all of these topics to enable our clients to confidently address related challenges and opportunities. Some notable examples include sharing labor insights from our MMBI research, guiding clients through regulatory changes related to revenue recognition and lease accounting, and advising them on how the Tax Cuts and Jobs Act could affect their business through direct conversations, webcasts, videos and more.

We will continue this focus on critical issues during FY 2019 with a new digital transformation survey, perspective on consumer preferences, continued focus on regulatory changes, new ideas on how to operate in today’s tight labor market and ongoing insights into the middle market economy.

The MMBI soared, hitting three record highs during the year due to strong conditions across the economy and pro-business policies.
STRATEGY

CLIENT EXPERIENCE

DELIVERING A DIFFERENTIATED CLIENT EXPERIENCE THAT STANDS OUT TO MIDDLE MARKET LEADERS

At RSM, the ultimate measure of great client experiences is when clients seek us out as their first-choice advisor. Our focus on the power of being understood compels us to adopt a client-centric focus to deeply understand each client’s business, industry, domestic and global aspirations, and challenges. As trusted advisors, we share insights on middle market, economic, business, industry and technical issues, and tailor our services to empower clients to plan ahead, make better business decisions and move forward with confidence toward their goals.

Because each client’s success is so important to us, we pledge they will:
  · Experience the power of being understood
  · Have enduring, long-standing relationships with RSM
  · Be served through an innovative, integrated team approach
  · Be better prepared to capitalize on change and disruption

ENSURING WE UNDERSTAND

Our first-choice advisor culture and common purpose ensure understanding is at the heart of every client relationship. We regularly gather and share client feedback through our proprietary client experience measurement platform to mobilize our people around the common goal of better understanding the needs and expectations of individual clients and the broader middle market client base we serve.

In FY 2018, we elevated our focus on client understanding by ramping up our ability to gather and share client feedback:
  · We developed a new culture dashboard for regional and local leaders to see how well their teams are performing and to prompt deeper client development planning discussions with relationship leads and client service teams.
  · Through a personal strategy dashboard, each relationship lead also receives the raw data from any recent post-engagement surveys or client interviews that clients have agreed to share.
  · We implemented a client experience measurement intranet site and communications plan to ensure all of our people have direct access to high-level client survey results and key takeaways to learn and improve how we serve clients overall.
STRATEGY

CLIENT EXPERIENCE

The information we gather is shared regularly with our executive leadership team to monitor RSM client experiences and make enterprise-level, strategic improvement decisions that influence service lines, touch points, client relationship management and team performance.

PROVIDING A UNIQUE MIDDLE MARKET PERSPECTIVE

Understanding the key issues middle market executives are most concerned about is a key driver of our first-choice advisor mindset. We stay on the leading edge of key issues through:

- Our proprietary MMBI, in partnership with the U.S. Chamber of Commerce
- Strategic partnerships with innovators such as Plug and Play and the Chamber of Digital Commerce
- Active involvement with the American Institute of Certified Public Accountants, Center for Audit Quality, regulatory bodies and business organizations
- Exclusive economic and thought leadership platforms
- Research by our line of business and industry teams

We use this information to train our people on relevant topics and provide them with the tools to initiate deeper conversations with clients about the issues, trends and innovations that could change or disrupt their businesses, including topics such as labor and workforce, tax reform and other regulatory changes, technology and big data, and changing consumer preferences.

ATTRACTING AND DEVELOPING FIRST-CHOICE ADVISOR TALENT

Our talent development programs are built to ensure our advisor capabilities are aligned with the needs and expectations of our middle market clients. This year, we worked with our First-Choice Advisor Center to clearly define the traits that drive first-choice advisor behaviors and to begin building a curriculum to ensure our people develop these traits and corresponding advisory skills throughout their careers. Our first-choice advisor culture has been incorporated into our talent acquisition processes as well to ensure we are hiring people who demonstrate an aptitude and enthusiasm for the level of client service we deliver.

ENSURING CONSISTENTLY STRONG RSM CLIENT EXPERIENCES

Our clients have told us that the power of being understood resonates because it creates real value, based on our understanding of what’s important to them. This year, we clarified key client relationship roles and set expectations for how to be more intentional in creating and executing client-centric development plans.

We completed work with RSM International colleagues to develop a client-centric methodology that will be rolled out to other RSM firms in the coming year to ensure consistently strong RSM client experiences around the world.
SUPPORTING ONGOING DEVELOPMENT

RSM is committed to fostering an environment where individuals are valued for who they are and how their unique skills, capabilities and experiences strengthen our teams and the insights we provide our clients. It’s an environment where our people can experience “the power of being you.” By continually enhancing the RSM Talent Experience, we empower our employees to achieve their professional and personal goals and to deliver exceptional client service.

Our FY 2018 biennial internal survey reaffirmed that the culture we’ve created is strong and supports a highly engaged workforce. While the survey identified many strengths, there is always room to improve. We’ve committed to using the feedback we received to drive our talent strategies and programs now and into the future.

EMPOWERING CONFIDENT CAREERS

To help our people achieve their career aspirations, we continue to reinforce and support our year-round talent development culture, focusing on in-the-moment feedback, ongoing career conversations, and establishing goals aligned with personal development opportunities and firm strategy.

Knowing many of our professionals are often on the go, we launched new mobile applications this year to make giving feedback and accessing development resources quick and easy. The response has been overwhelmingly positive, helping to boost overall employee-to-employee feedback by 50 percent year over year.

In FY 2018, we also launched a coaching platform, which included pairing career coaches with staff to help guide these employees in connecting their short-term goals with long-term career objectives. More than 830 leaders were identified as career coaches and completed training to build their coaching skills. These coaches

50 PERCENT INCREASE IN FEEDBACK

Our focus on a year-round talent development culture has resulted in our people receiving more in-the-moment feedback to help them understand their strengths and development opportunities in order to accelerate their careers.
are helping our people build self-awareness, discover career opportunities, and instilling in them the confidence and skills they need to achieve both personal and professional success at RSM and beyond.

In FY 2019, we will continue to promote our talent development culture, embedding the tools, programs and resources we’ve implemented over the last few years to support our people’s development.

DEVELOPING FIRST-CHOICE ADVISORS
We continue to invest in building our people’s capabilities to help them better serve their middle market clients and grow their careers. In FY 2018, we added additional learning resources and leadership programs and redesigned our new manager training. We also expanded our library of on-demand technical, nontechnical, industry, global and leadership offerings to allow individuals to develop their skills and deepen their understanding of key topics whenever a need arises and at a time that works with their schedules.

In FY 2019, we will be focusing specifically on enhancing the new hire experience. We’re leveraging technology and updating our programs to provide a series of engaging training and development opportunities, ensuring our newest employees have the skills, tools, support and on-the-job experiences they need to start their careers at RSM fully prepared to engage with their clients.

PREPARING FOR THE WORKFORCE OF THE FUTURE
We know tomorrow’s workforce and workplace will look different than it does today. We’re exploring creative ideas on how to find, develop, deploy and promote our people to support the evolving needs of our business in a way that also enables them to move forward with confidence—personally and professionally.

“The people I coach appreciate having someone who has been through the partner promotion process and can help them understand the expectations and experiences needed to prepare for the partner level. In our discussion, they mentioned their appreciation for a partner investing time in them as supervisors, as it is a turning point in their careers, and they appreciated the opportunity to be able to get new perspectives on the different facets of their roles as they continue to progress in their careers.”

STEVE SCHOENAUER
RSM PARTNER AND CAREER COACH
BRINGING THE MIDDLE MARKET TO THE GLOBAL MARKET

RSM had a banner year advancing its vision to be the first-choice advisor to middle market leaders globally. Our global focus on the power of being understood inspires highly personalized and relevant RSM client experiences. As a result, global service is one of the fastest-growing segments of our business.

GLOBAL STRENGTH, LOCAL RELATIONSHIPS

RSM US LLP is a member of RSM International, the sixth-largest global network of independent audit, tax and consulting firms, providing access to more than 43,000 professionals in 120 countries, with combined revenues of $5.1 billion worldwide. Globally, we share a singular purpose to deliver the power of being understood to clients, colleagues and communities through world-class audit, tax and consulting services.

In 2017, RSM International won the prestigious Network of the Year award at The Accountant and International Accounting Bulletin Awards ceremony for the success of our global brand; our strong, well-positioned network; and our foundation of quality combined with development into new areas of strength.

We also welcomed RSM Canada to the RSM family, with RSM Canada LLP joining RSM International as its Canadian member providing audit and tax services, and RSM Canada Consulting LP, a newly formed partnership that provides consulting services. The announcement made headlines in Canada, the United States and Europe.

GLOBAL INSIGHTS TAILORED TO YOUR BUSINESS

RSM continues to expand its unique middle market thought leadership platform to bring clarity to global economic, business and industry issues. Our chief economist regularly meets with clients, policymakers and other leaders around the world to discuss middle market issues. Our premier publication, The Real Economy, is distributed to more than 4,500 clients globally as a resource for issues-based conversations; this year, its analysis focused on global topics such as NAFTA and the impact of an ascendant China on middle market businesses.

COHESIVE GLOBAL COMPLIANCE STRATEGIES

RSM’s global compliance and reporting services expanded at a rapid pace in FY 2018, helping middle market clients manage complex and diverse regulatory requirements from country to country through a single engagement leader backed by our global network. Our proprietary Global Tracker system continues to evolve, giving clients a complete view of their global compliance strategy.

GLOBAL CAPABILITIES THAT CREATE CONSISTENT, HIGH-QUALITY CLIENT EXPERIENCES

We continue to expand service capabilities for middle market companies, with the most significant growth in the areas of global compliance, risk management, transaction support, information technology and cybersecurity. Our global methodologies ensure consistency and quality around the world. Our new global audit methodology is being piloted this fiscal year for rollout to the RSM International network in 2019.
COUNTRY SPECIALISTS EASE FOREIGN MARKET ACCESS

RSM’s country desks help clients navigate business, regulatory, language and cultural issues when entering new foreign markets. Based in the United States, these professionals provide real-time answers and perspectives on both inbound and outbound business opportunities, and offer cross-border technical expertise across our audit, tax and consulting services. We currently have desks for China, France, Germany, Ireland, Mexico, the Netherlands, the United Kingdom and India (new this year).

MIDDLE MARKET FOREIGN DIRECT INVESTMENT KNOWLEDGE SUPPORTS GROWTH

RSM is becoming a premier firm for middle market foreign direct investors (FDI), leveraging our global regulatory and business advisory capabilities, and country specialists to provide critical support for flourishing inbound and outbound FDI activity.

INTERNATIONAL FOCUSED DEVELOPMENT FOSTERS GLOBAL ADVISOR TALENT

This year, RSM developed a global career development framework and an evolving training curriculum to be rolled out in FY 2019 that will further align talent development with the broad and complex needs of our internationally active middle market clients.

RSM’s global mobility program supplements this new framework by providing our professionals with real-world inbound and outbound experiences that build global advisor skills.

- Long-term, multiyear expatriate assignments for experienced professionals provide depth and connectivity in host countries. Expats work closely with our country specialists and RSM network firms to meet with clients and ensure they receive the same high-quality RSM experience around the world. RSM is expanding this program in FY 2019 to bring more distinctive advisory capabilities to our clients in strategic markets.
- Short-term assignments provide resources and learning opportunities for experienced professionals to share regulatory and business practices in other countries. Staff assignments for junior professionals help deepen their international capabilities earlier in their careers.

GLOBAL ALIGNMENT TO DELIVER THE POWER OF BEING UNDERSTOOD

World and regional conferences: RSM hosts world and regional conferences each year to stay informed, connected and actively focused on our middle market vision worldwide. At this year’s RSM World Conference, for example, we showcased the transformative opportunities that new technologies and innovations offer middle market companies, and hosted a lively client panel to discuss how they might adopt blockchain, big data, artificial intelligence and other innovations to lead new ways of doing business.

Country delegations: This year, we hosted over 200 professionals from other RSM network firms to meet with clients, attend training, and continue to build relationships with colleagues in the United States. In addition, U.S. delegations visited colleagues in China, Brazil, Mexico, the United Kingdom, Hong Kong, France, Germany, and other parts of the world, all with the goal of deepening understanding of economic and business opportunities with RSM colleagues and clients. Our recent U.S. delegation to China met with colleagues in Beijing, Shanghai, Shenzhen and Hong Kong, officials of the Chinese Institute of Certified Public Accountants and directors of the Shenzhen Stock Exchange.

“Our global focus on the power of being understood inspires highly personalized, relevant and consistent RSM client experiences around the world.”

TOM FERREIRA
GLOBAL EXECUTIVE SPONSOR, RSM US LLP
United States
RSM US hosted short-term assignments:
Atlanta, Georgia
Boston, Massachusetts
Chicago, Illinois
Dallas, Texas
Davenport, Iowa
Los Angeles, California
New York, New York
Philadelphia, Pennsylvania
Raleigh, North Carolina

Canada
RSM Canada LLP – audit and tax
RSM Canada Consulting LP – consulting

United Kingdom
UK desk
RSM US expatriates
RSM US short-term and long-term assignments

Netherlands
Netherlands desk

Germany
Germany desk
RSM US expatriates

China/Hong Kong
China desk
RSM US expatriates

India
India desk
Delivery center

Cayman Islands
RSM US short-term and long-term assignments

Mexico
Mexico desk
RSM US expatriate

El Salvador
Delivery center

Strategic Global
43,000 120+ $5.1B

Countries where RSM US has presence/program participation
Countries where RSM has member firm coverage

Countries where RSM has member firm coverage

Indonesia
RSM US short-term and long-term assignments

New Zealand
RSM US short-term and long-term assignments

Strategy Global
TAILORED INSIGHTS THAT INSPIRE CONFIDENCE

The power of being understood is driven in part by RSM’s industry experience. It informs the services we offer and the insights we share with our clients.

In the last year, we’ve come further than ever in our industry journey, and we will be accelerating our pace in FY 2019. We will continue to build original, thought-provoking industry knowledge for the middle market and work together across lines of business and geographies to bring our clients the right solutions to advance their businesses.

BUILDING A COMMUNITY

During the last year, RSM enhanced its community of passionate industry professionals. Through enhanced training, education and thought leadership that speaks specifically to the key issues our middle market clients are experiencing, we have further empowered our people to serve as first-choice advisors to our clients. Critical business issues—such as tax reform, labor and workforce, regulatory changes, changing consumer preferences, and the explosion of data and technology—are analyzed through an industry perspective.

For example, in FY 2018, RSM launched Auto Trends, our bi-monthly look at the global automotive industry to help suppliers and original equipment manufacturers grow and prepare for challenges that lie ahead. Our RSM private equity team also created quarterly industry spotlights that examine the latest M&A trends by industry and offer knowledgeable insights into the deal-making and economic climate. For our retail clients, RSM conducted and distributed a survey that provided insights into omnichannel trends and issues in middle market retail.

“Our client service team is in the retail sector, and it’s an invaluable resource to us that they are looking at our business and the context of the industry as a whole. They have specific knowledge of industry trends and things that are happening in the industry that they provide to us. That really brings a lot of value to our organization.”

PETER F. CASTELLANA
CHIEF EXECUTIVE OFFICER, CACTUS HOLDINGS
These are just a few of the many industry-specific thought leadership platforms RSM produces to help our clients with the issues they face in the industries where they operate.

**TAKing IT To THE NEXT LEVEL**

In the coming year, we will continue to strengthen our industry communities. Expanded, industry-focused communications will keep clients up to date on the latest trends and ideas affecting their businesses.

Professional education in emerging industry issues and economic analysis will help RSM teams engage in practical, informed discussions with their clients. We will also empower our people with industry training and focus even earlier in their careers to hone their audit, tax and consulting knowledge in alignment with industry experience—positioning them to be even stronger advisors.

“Through a unified, industry-focused workforce, we can really deliver on the power of being understood and be the first-choice advisors our clients expect and deserve.”

**DON LIPARI**
NATIONAL INDUSTRY LEADER, RSM US LLP

“We are so pleased to work with RSM because they take the time to understand the nuances that make our industry unique. Health First was barely a billion dollar company when I first started in 2012, now we’re at approximately $1.5 billion in total revenue. We’ve had multiple acquisitions and restructurings occur in a short period of time, and having a firm that understands those dynamics and how complex they can be is critical to our success.”

**CRAIG SPRINGER**
SYSTEM CORPORATE CONTROLLER, HEALTH FIRST
BRINGING INNOVATIVE THINKING TO THE MIDDLE MARKET

This year, RSM officially kicked off a worldwide focus on innovation as part of our global first-choice advisor vision. Our pledge to bring our middle market clients fresh ideas and insights includes offering tailored innovations and technologies that enable them to move forward with confidence and transform how they do business.

OUR ROLE AS FIRST-CHOICE ADVISORS AND LEADERS IN INNOVATION

In our experience, leading middle market companies are often the drivers of transformative innovation, disrupting larger, less-agile incumbents, and encouraging significant advances in the broader economy.

A dedicated group of RSM professionals actively seeks opportunities to help middle market companies adopt new ideas and digital tools, such as blockchain technologies, big data, artificial intelligence and robotic process automation.

This year, we joined RSM colleagues from around the world to celebrate innovation for RSM World Day 2017. The event included the launch of international and U.S. innovation campaigns designed to inspire creative approaches to operations and service. In the United States, we launched RSM Idea Hub, a place where our people can share fresh ideas and gather input from others. We also implemented a formal process to gather, evaluate and invest in innovations that we will develop or co-develop for internal and external use.

STRATEGIC PARTNERSHIPS

This year, we established two strategic partnerships that will accelerate our engagement with companies that are developing exciting, game-changing ideas.

Plug and Play: RSM became a corporate partner of the Plug and Play global innovation platform. As a strategic founding anchor partner for Plug and Play’s newest initiative in cybersecurity—and as an anchor partner in financial technology—RSM will connect with startups around the world that are bringing innovation to the cybersecurity and financial technology arenas.

Our partnership with Plug and Play allows RSM professionals to offer perspectives to these new companies on the application of their leading-edge products and services. We also engage in discussions regarding opportunities to invest in or serve these companies as they grow. RSM specialists take an active role in deal-flow meetings, expos, accelerator program selection and other opportunities to collaborate within Plug and Play’s ecosystem of corporate partners, investors and thought leaders.

STRAIGHT INNOVATION

“A founding principle behind our first-choice advisor promise is the open-minded and eager exploration of innovation.”

JEFF JOHANNESON
CHIEF STRATEGY AND INNOVATION OFFICER, RSM US LLP
By submitting ideas through the RSM Idea Hub, I directly participate in driving improvement for our people and our clients. Often, even small ideas can build on each other over time and reap huge rewards in increased efficiencies and access to knowledge and tools. I look forward to submitting more ideas in the near future.

JERRY MUSI
TAX PARTNER, RSM US LLP
SOCIAL RESPONSIBILITY

SERVICE AND ENGAGEMENT IN THE COMMUNITY

SUPPORTING THE COMMUNITIES WHERE WE LIVE AND WORK

Our work doesn’t stop at the end of the business day or the threshold of our offices. Through a number of proprietary programs and volunteer collaborations, we continue to meet our social responsibilities by supporting programs that help meet the education, nutrition, housing and health needs of our local communities. We also understand the importance of inclusion and diverse thinking in support of our firm, clients and communities and celebrate the exceptional attributes of our people.

RSM is committed to enhancing innovation, collaboration, client success and community responsibility through a culture of diversity and inclusion.
DEEPENING RELATIONSHIPS THROUGH SOCIAL RESPONSIBILITY

Since 1926, RSM has been supporting the communities where we live and work. We launched the RSM US Foundation in 2015, and today its programs reflect our roots in stewardship with a clear focus on the future.

The foundation’s mission is to build tomorrow’s middle market leaders by supporting education and programs that help meet the hunger, housing and health needs of youth to enable them to achieve their best in school.

EDUCATION

University Giving: Driven by RSM partners, principals and employees, the foundation’s University Giving match program supports educational initiatives in business, accounting and entrepreneurial studies. To date, nearly $1.8 million has been generated through this program. University Giving match grants in FY 2018 totaled just under half a million dollars.

- Through fundraising by our people and a match from our foundation, a total of $77,445 will be directed to the RSM Accounting Tutoring Lab at James Madison University’s new College of Business Learning Complex.
- Funds raised by RSM partners, principals and employees who are alumni of the University of Massachusetts Amherst raised funds, and our foundation provided a match to donate a total of $252,000 to establish the RSM Isenberg Fund, which supports the RSM Alumni Endowed Scholarship and the RSM Student Lounge in the Chase Career Center at the Isenberg School of Management.

Power Your Education: To build tomorrow’s leaders, the RSM US Foundation granted $100,000 in scholarships for the 2017-2018 academic year to 10 undergraduate business students ($10,000 each). In addition, the foundation’s national scholarship program provided each scholarship recipient with an invitation to participate in RSM’s externship program, Pathways.

RSM’s Power Your Education scholarship winners
PHILANTHROPY

RSM US Foundation Charitable 5K: We were pleased to sponsor the second RSM US Foundation Charitable 5K in Las Vegas as part of our 2017 Owners Meeting. Through this event, we raised more than $225,000 for Las Vegas’ Three Square food bank, Girl Scouts of the United States of America, Folds of Honor, Boys & Girls Clubs of America and Teach for America, Inc. More than 900 partners, principals, spouses and guests participated in the 5K run and 2.5K walk.

Birdies Fore Love: Each year, RSM makes a difference for youth through Birdies Fore Love, a giving platform tied to the RSM Classic, a PGA TOUR event sponsored by our firm. Through the 2017 RSM Classic, we raised $2.3 million for children- and family-focused charitable organizations. Since it started in 2010, the tournament has raised more than $9 million.

Of the $2.3 million raised through the 2017 tournament, over $2 million was raised through Birdies Fore Love, nearly $1.2 million of which was raised by RSM partners, principals, employees, clients and friends of the firm. The RSM US Foundation supported our people’s efforts with a $500,000 match.

COMMUNITY

Dollars for Doers: When employees volunteer at charities aligned with the foundation’s mission, our Dollars for Doers program enhances their gift of time. In 2017, individual, team and RSM Volunteer Day activities generated 215 grants totaling $226,300. The number of grants continues to grow each year.

RSM Volunteer Day: Each year on RSM Volunteer Day, clients and friends of the firm, along with our people, take time away from work to support organizations in our communities. In FY 2018, more than 3,100 volunteers participated in 170 volunteer events across the country that helped more than 100 deserving charitable organizations.
VALUING OUR DIFFERENCES AS CLIENT SERVICE STRENGTHS

We place a priority on maintaining a workforce culture that is effective and inclusive. Through RSM’s Culture, Diversity and Inclusion (CDI) program, our people are learning to value each other’s uniqueness and to leverage our differences as client service strengths.

Launched in 2014, our CDI program was created to elevate our culture, celebrate our people’s diverse attributes and proliferate inclusion across the firm. CDI has developed an empowered cohort of more than 3,100 people who understand the importance of inclusion and diverse thinking to drive innovation and collaboration in support of our firm, talent and client service marketplace activities.

We know that diversity of thought and experience helps us better empower our people, deliver client solutions and support the communities where we work and live. We focus on inclusion in each of our four CDI strategic pillars—workforce, workplace, marketplace and community—and value our people’s diversity of knowledge, backgrounds and viewpoints, which allow us to drive excellence in all that we do.

VALUING THE UNIQUENESS OF OUR TALENT

With nearly 32 percent of our workforce now participating in one or more of our 11 employee network groups (ENGs), our people are gaining leadership skills, cultural dexterity and an expanded understanding of the abilities, faiths, genders and backgrounds of others.

In FY 2018, several ENGs provided their members with mentoring programs focused on personal and professional development, enriching the talent experience. The Interfaith and Multicultural ENGs also collaborated on events to raise awareness of how cultural nuances and faith-based observations can impact business relationships across the globe.

RSM’s Pride ENG celebrates at the Gay Polo League tournament in Palm Beach, Florida.
Our Stars & Stripes ENG partnered with Hirepurpose, an organization committed to helping transitioning service members, veterans and military spouses with their career search. The ENG also works with Folds of Honor, an organization that provides educational scholarships to the children and families of fallen soldiers. Stars & Stripes has added a mentoring element to the scholarships to provide students with an added level of support.

To continue moving the needle in diversity and inclusion, it’s important that our entire workforce feels welcomed and engaged at every level. Through the ENGs, diversity training, which tackles topics such as unconscious bias, cultural dexterity and generational IQ, and other CDI activities, we work hard to create a positive, inclusive work environment at RSM.

ENG members have the opportunity to serve as RSM ambassadors at several diverse professional organization conferences, including the National Association of Black Accountants, Association of Latino Professionals for America, Ascend and Out & Equal. Through these organizations, RSM employees have the opportunity to network, help recruit top talent, connect with colleagues in the profession and foster relationships that provide opportunities for business development.

CHAMPIONING INCLUSION

To help our middle market clients define and grow their diversity and inclusion efforts, we have begun providing inclusion advice and consultation. We are also implementing a diverse supplier and vendor program to support women-, veteran- and minority-owned businesses, supporting the marketplace and community through strategic sourcing. CDI is beginning to enhance our volunteer and social responsibility efforts through partnerships with trade, nonprofit and charitable organization collaborations.

RSM is focused on creating collaborative, innovative teams across the firm, and we’re increasing the number of diverse candidates we’re interviewing and hiring. Through colleges, universities and professional organizations, we connect with diverse communities to bring different points of view and perspectives to our firm and more effective solutions to our clients.

Everyone involved in this program—firm leadership, the national CDI team, ENG members, CDI executive council and champions—is committed to enhancing innovation, collaboration and client success through a culture of diversity and inclusion.

As we rise to meet the inclusive needs of our workforce, workplace, marketplace and community, the energy and commitment driving our CDI initiatives continue to grow, allowing us to have an even greater positive impact on our talent and our clients.”

RICH CATURANO
NATIONAL CULTURE, DIVERSITY AND INCLUSION LEADER, RSM US LLP
RSM HELPS EMPLOYEES PURSUE THEIR PASSIONS

RSM’s Pursue Your Passion program provides nine employees with $10,000 each and nine additional days off to pursue a personal dream. Founded in honor of our 90th anniversary in 2016, Pursue Your Passion has become a tradition that we look forward to each year. The 2018 Pursue Your Passion winners will be fulfilling the following dreams this calendar year:

“I’m forever grateful that I work in a place with a culture that supports my professional and personal aspirations.”

MATT DOLLARD
DIRECTOR, RSM US LLP

Matt Dollard
(director, Chicago, Illinois)—Pursue his life-long passion of creating hand-made furniture by studying alongside a master in a chair-making class to acquire new skills and pass along his knowledge to others.

Chris Guido
(client account manager, Philadelphia, Pennsylvania)—Assist his local elementary school in advancing a new focus on science, technology, engineering and mathematics by helping to set up a designated space for children to solve problems, invent and be creative.

Joy Herrmann
(assurance manager, Blue Bell, Pennsylvania)—Participate in a mission trip with Living Water International to bring clean water to people in need in Honduras and teach proper sanitation techniques to build a sustainable future.

Mary Clare Kaiser
(marketing associate, San Antonio, Texas)—Provide her uncle, who was recently diagnosed with ALS, or amyotrophic lateral sclerosis, with a speech-generating device so he can better communicate with his family, as well as raise funds for local care services through Walk to Beat ALS.

Andrew Leonard
(senior director, Des Moines, Iowa)—Travel to a developing country to meet one of the many underprivileged children he has sponsored over the years and provide additional funds for the child and others in the area.
“At RSM, we understand the importance of helping our people achieve both their professional and personal goals. Our Pursue Your Passion program provides nine employees with the opportunity each year to do just that. We’re humbled each year by the caring nature and diversity of interests our people display through their Pursue Your Passion projects.”

DOUG OPHEIM
CHIEF FINANCIAL OFFICER OF RSM US LLP AND CHAIRMAN OF THE RSM US FOUNDATION

Devon Maslyn
(associate, Seattle, Washington)—Bike the Camino de Santiago, a network of trails in Spain that leads to the shrine of the apostle Saint James, with his father to honor his mother who passed away from cancer.

Jacob Morse
(associate, Denver, Colorado)—Provide financial support and contribute time to two organizations, Hope for Young Adults with Cancer and First Descents, to help young adults with cancer.

Bryan O’Neal
(supervisor, Peoria, Illinois)—Assist a local nonprofit organization that provides affordable home-like accommodations for families of patients receiving medical care by outfitting its playroom with all new furniture, toys and games.

Megan Reishus
(associate, Minneapolis, Minnesota)—Purchase equipment for her hand-bell ensemble and help the group share the music of the instrument that they love with others.
In 2017, we were excited to launch our new First-Choice Advisor Awards program, which is designed to recognize and reward individuals in the firm who have made significant contributions as first-choice advisors to our clients and our people in a given year.

The program chose these RSM professionals for their outstanding personification of our first-choice advisor culture, strategy and values.

This year, RSM celebrates 12 individuals who are recognized as the inaugural winners of the First-Choice Advisor Awards.
SOCIAL RESPONSIBILITY

RSM FIRST-CHOICE ADVISOR AWARDS

“We received more than 200 nominations with inspiring stories and examples of our people living our brand every day and in every interaction. We could not be more thrilled with our 12 inaugural winners. They are each truly first-choice advisors to their clients, colleagues and communities.”

JOE ADAMS
MANAGING PARTNER AND CEO, RSM US LLP

Jessica Parker (senior manager, Waterloo, Iowa)
Katie Phillips (manager, Des Moines, Iowa)

R.J. Previts (senior associate, Cleveland, Ohio)
Victoria Sadowski (administrative assistant, Seattle, Washington)
Liv Sheats (supervisor, Wilmington, North Carolina)

Dee Tillis (project manager, Schaumburg, Illinois)
Kristy Werle (senior associate, Baltimore, Maryland)
When you trust the advice you’re getting, you know your next move is the right move. That’s what you can expect from RSM. That’s the power of being understood.

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